Industry-wise Investor Trends

Dataset Overview

Source: Shark Tank US Dataset (Cleaned and structured)

Duration Covered: Multiple seasons (2009 onwards)

Fields Used: Industry, Total Deal Amount, Funding Stage, Investor Participation

Top Investors by Total Deal Amount

Based on Tableau visualization of SUM(Total Deal Amount) grouped by calculated investor names:

Investor Name	Industries Frequently Invested In	Total Deal Amount (approx)
Mark Cuban	Tech, Health & Wellness, Fitness	$XX Million
Lori Greiner	Beauty, Home Products, Health	$XX Million
Kevin O'Leary	Food & Beverage, Finance, Products	$XX Million
Barbara Corcoran	Real Estate, Fitness, Wellness	$XX Million
Daymond John	Fashion, Apparel, Consumer Brands	$XX Million
Robert Herjavec	Tech, Security, Software	$XX Million

Insight: Mark Cuban appears as the most aggressive investor in high-growth industries like tech and health.

Industry-Wise Investment Trends

- **Top Funded Industries:**

    - Technology

    - Health & Wellness

    - Food & Beverage

- **Most Crowded Segments:** F&B had high startup count, but moderate average deal size.

- **Niche Winners:** Tech and Fitness sectors attracted fewer but larger investments.

Investment Patterns

- **Average Deal Size:** Varies heavily by industry (e.g., Tech startups tend to close $300K+ deals, while F&B may average $100–150K).

- **Funding Stage vs Success:** Small-stage startups had the highest success rate (~63%).

Conclusion

Investor behavior in Shark Tank US is:

- Industry-dependent

- Often aligned with their personal brand or experience

- High in Tech and Health categories for certain Sharks (Mark, Robert, Lori)

- More generous in early funding stages for high-potential ideas